

Fairway woods

To go along with its line of King Cobra SS drivers, Cobra has hit the jackpot with its King Cobra SS Hyper Steel fairway woods. Whereas the driver head is made of titanium, the fairway wood heads are made of stainless steel.

Why steel? Because the primary benefit of titanium is its light weight and high strength.

Titanium is ideal for large



clubheads. Fairway wood heads, however, are smaller and heavier.

As the SS Hyper Steel emerged as the Fairway Wood of the Year, it did so with the usual array of choices to be found in Cobra clubs. These fairway woods are offered in 3-plus, 3, 5, 7 and 9 in offset configuration and 3, 5, 7 and 9 in offset. There are also Hyper Steel fairway woods for seniors and for women.

What's the difference between 3-plus and 3? In Cobra's case, the 3-plus has 13 degrees of loft and the 3 has 15 degrees. The 3-plus is an ideal club for a golfer who likes to hit a fairway wood off the tee or one who can handle a lower-lofted club from the fairway.

Throughout its existence, Cobra has offered offset fairway woods. To some golfers, there are tremendous advantages to be found in these offset clubs. Most average golfers will have an easier time hitting a draw or avoiding a push or slice. Many players will be able to hit higher shots with an offset club.

With these King Cobra fairway woods selling in the \$140 range, they also are a bargain. In the fairway wood category, this King is a benevolent ruler.

Driv rs

Cobra was the manufacturer that popularized the oversized iron. Fortunes were made by investors who recognized the potential of the company started by Australian Tom Crow.

The name of that iron - which in the late 1980s and early '90s was the most popular iron in the world - was King Cobra.

Now the King Cobra name is back, but it is making its mark in metalwoods more than irons. Easily voted Driver of the Year by *Golfweek* panelists, the King Cobra SS Beta Titanium driver is known for its stunning variety if not its solid performance.

This driver is available in three clubhead sizes - 310, 350 and 427 cubic centimeters. There also is the historical Cobra choice of non-offset or offset hosels. What's more, there are versions for seniors and for women.

Which driver model is most popular?

"The 427 is the star that is emerging from the pack," said Jeff Harmet, general manager of Cobra Golf. "Golfers love that bigger sweet spot and hotter face."

Maybe so, but manufacturers are forced by U.S. Golf Association limitations to be crafty and creative in the design of their clubheads. The forgiveness found in the Cobra 427 may not be as sexy as "hotter face," but many golfers know the secret of today's drivers: They hit the ball straighter than any drivers ever sold.

At the forefront of this bigger-is-better movement in driver clubheads is King Cobra. The company is doing this without endorsement from high-profile touring pros. Its sole staff player - three-time U.S. Open champion Hale Irwin - has not been re-signed for 2003, leaving Cobra with no tour presence.

How does the company make up for this?

"We're all about performance," Harmet said. "We just want people to try our clubs. That's why we are placing so much emphasis on demo days."

Irons

Irons are arguably the biggest success story in contemporary golf. Although modern titanium drivers have allowed many golfers to hit longer and straighter tee shots, modern irons have dramatically improved the feel and forgiveness of the center of the club.

How did this happen? With improved manufacturing methods and with considerable help from scientists who flocked to golf from fields such as aerospace.

The Callaway Big Bertha is *Golfweek's* Iron of the Year for 2002. But this product isn't new, someone might respond.

Well, that's not exactly true. It has been almost 10 years since the original Big Bertha iron was introduced, and 2002 saw the reintroduction of this iron's exact same name, exact same look.

However, the new Big Bertha has been changed. "It has a broader sole that is more slippery and more forgiving," said

Dick Helmstetter, senior executive vice president of research and development for Callaway. "The CG (center of gravity) is lower, too. It is a much better iron."

The Big Bertha iron is one of those products that came back to life because of demand from consumers. The original had

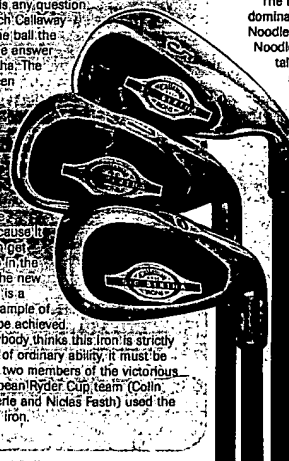
been very popular, and the reincarnation has done equally well.

If there is any question about which Callaway iron hits the ball the highest, the answer is Big Bertha. The CG has been lowered in almost all iron models.

Callaway's new iron features this extremely important change for average golfers because it helps them get the ball up in the air, and the new

Big Bertha is a primary example of what can be achieved.

Last anybody thinks this iron is strictly for golfers of ordinary ability, it must be noted that two members of the victorious 2002 European Ryder Cup team (Colin Montgomerie and Nicolas Pash) used the Big Bertha iron.



Balls

Surprise! The Maxfli Noodle is *Golfweek's* Golf Ball of the Year.

The Noodle and the Titleist NXT dominated the golf ball voting, but the Noodle won handsily. The story of the Noodle has been something of a fairy tale - catchy name, unexpected success in the marketplace.

"It has exceeded our expectations," admitted Merle Marting, vice president of product marketing and brand creation for Maxfli. "How do we explain this?"

First, the ball performs. Second, people really reacted emotionally to the name: Noodle. Long and soft. Maxfli used that image for an advertising campaign that captured consumers' fancy.

"Long and soft is a very simple and elegant way to communicate not only the name but also the features

and benefits," Marting said.

The Noodle, which commonly sells \$20 per dozen, might never have been seen by consumers if it weren't for Peters, who championed the idea. Maxfli, Peters, now director of marketing for North America for both TaylorMade and Maxfli, never wavered in his crusade to introduce the Noodle.

The low-compression distance category was pretty much invented by Precept and its Lady ball. The Noodle, perhaps a bit sauder in its image, took over from the Lady.

"It really has a diverse following," said Marting.

Well, heck, almost everybody likes pasta.



The panel

Leigh Bader, Joe & Leigh's Discount Golf Pro Shop, South Easton, Mass.
John Clouse, Golf Galaxy, Edina, Minn.
Cary Cozby, Wichita (Kan.) Country Club/PGA Merchandiser of the Year - Private Facilities
Ted Gallina, Legends Club of Tennessee/PGA Merchandiser of the Year - Public Facilities
Kerry Kabase, Edwin Watts Golf Shops, Fort Walton Beach, Fla.
Rich Lanigan, Lanigan's Golf Shops, Monroe, Conn.

Pete Line, Carl's Golfland, Bloomfield Hills, Mich.
Roger Maxwell, In Celebration of Golf, Scottsdale, Ariz.
Ken Morton Jr., Haggin Oaks Golf Super Shop, Sacramento, Calif.
John Murphy, Country Club of Farmington, Farmington, Conn.
Tim O'Neal, North Shore Country Club, Glenview, Ill.
Tim Whelan, Fiddler's Green, Eugene, Ore.

www.golfweek.com • Golfweek • Dec

BEST AVAILABLE COPY

BEST AVAILABLE COPY

Class of 2002

Golfweek's picks for best new equipment of the year

Thousands of new products are introduced each year in golf. To identify the best new products in five major golf equipment categories for 2002, *Golfweek* assembled a nationwide panel of 12 leading retailers.

These panelists, voting individually and without knowledge of the preferences of their fellow panelists, indicated their choices for the top new products of the year. They also offered comments about their selections.

In each of the categories - balls, drivers, fairway woods, irons and putters - a clear winner emerged. Furthermore, when panelists were asked to designate one of their five

top picks as Product of the Year, the vote was nearly unanimous. Some of these products were unveiled in late 2001, while others were introduced at different times during 2002. The purpose of the *Golfweek* survey was to identify new products that had a definitive impact on the retail golf market during the current calendar year.

Some of the primary guidelines in the voting: How the products sold, how they performed and how they captured the attention of the general golf population. Usage on the various professional tours was not a factor.

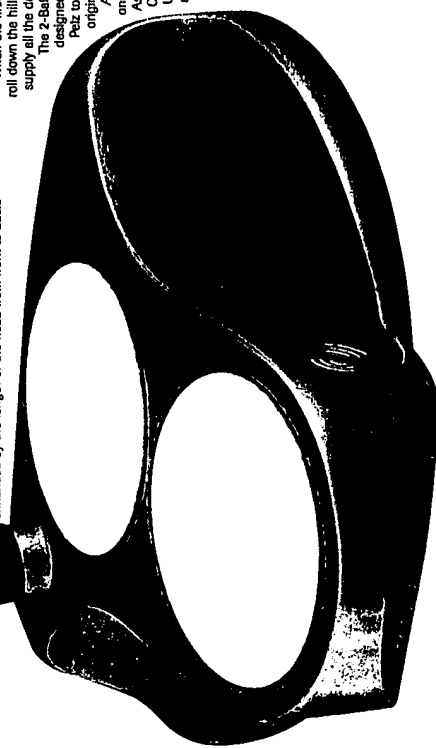
The winners certainly are among the products that made headlines, sparked conversations and ended up in the bags of golfers in 2002.

- James Achenbach

Product of the Year

To no one's surprise, the Odyssey White Hot 2-Ball putter is *Golfweek's* Product of the Year and Product of the Year for 2002. The success of this putter was phenomenal. Across the United States and the rest of the world, golfers clamored for the putter with two white, golf ball-sized circles on top of it.

The circles, located directly in line with the sweet spot on the face, are intended to provide better alignment. Furthermore, Callaway engineers say the stability of the putter is enhanced by the length of the head from front to back.



In voting by *Golfweek* panelists, the 2-Ball swept every vote but one for Product of the Year. The following year, the Odyssey White Hot 2-Ball putter was named *Golfweek's* Product of the Year for 2002. The 2-Ball was first unveiled last September (2001) at the PGA Merchandise Show in Orlando, Fla. The putter was unveiled without fanfare, but the word got out. The reaction was varied. Some were not very confident that it would be a great seller. There was another group, probably smaller in number, that felt it had tremendous potential. With retailers, we had the same kind of split reaction.

"When the first products hit the tour, that's when the snowball started to roll down the hill. The forecast kept increasing worldwide. We still cannot supply all the demand that exists."

The 2-Ball putter was inspired by the infamous 3-Ball putter, designed by Dave Pelz. Callaway made a lump-sum payment to Pelz to acquire the 3-Ball's patented design concept, which originally was introduced by Pelz on the PGA Tour in 1985.

After dozens of touring pros switched to the Pelz 3-Ball, one version of the putter was outlawed by the U.S. Golf Association. To insure that its putter conformed to the rules, Callaway submitted several versions of the 2-Ball to the USGA. Early models were rejected by the USGA, but alterations allowed it to conform.

Fairway woods

To go along with its line of King Cobra SS drivers, Cobra has hit the jackpot with its King Cobra SS Hyper Steel fairway woods. Whereas the driver head is made of titanium, the fairway wood heads are made of stainless steel.

Why steel? Because the primary benefit of titanium is its light weight and high strength.

Titanium is ideal for large clubheads. Fairway wood heads, however, are smaller and heavier.

As the SS Hyper Steel emerged as the Fairway Wood of the Year, it did so with the usual array of choices to be found in Cobra clubs. These fairway woods are offered in 3-plus, 3.5, 5.7 and 9 in a non-offset configuration and 3, 5, 7 and 9 in offset. There are also Hyper Steel fairway woods for seniors and for women.

What's the difference between 3-plus and 3? In Cobra's case, the 3-plus has 13 degrees of loft and the 3 has 15 degrees. The 3-plus is an ideal club for a golfer who likes to hit a fairway wood off the tee or one who can handle a lower-lofted club from the fairway.

Throughput its existence, Cobra has offered offset fairway woods to some golfers, there are tremendous advantages to be found in these offset Cobras. First, offset golfers will have an easier time hitting a shot with an offset club. Many golfers will be able to hit a right shot with an offset club.

With these King Cobra fairway woods, selling in the \$140 range, they also are a bargain. In the fairway wood category, this King is a benevolent ruler.



Irons

Irons are arguably the biggest category in the equipment market. In a category that has grown so much in the past few years, it's not surprising that many golfers to have dramatically improved their game and their scores.

How did this happen? Callaway's new Big Bertha irons have been a major factor. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.

The Callaway Big Bertha irons are a major factor in the success of the Big Bertha brand. The new Big Bertha irons have been a major factor in the success of the Big Bertha brand.



Drivers

Cobra was the manufacturer that popularized the oversized iron. Fortunes were made by investors who recognized the potential of the company started by Australian, Tom Crow.

The name of that iron - which in 1980s and early '90s was the most popular iron in the world - was King Cobra.

Now the King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The King Cobra name is back, but it's making its mark in a different way. The King Cobra name is back, but it's making its mark in a different way.

The panel

Leigh Bender, Joe & Leigh's Discount Golf Pro Shop, South Easton, Mass.
John Chouse, Golf Galaxy, Edina, Minn.
Cory Cozy, Wichita (Kan.) Country Club/PGA Merchandiser of the Year - Private Facilities
Ted Gallina, Legends Club of Tennessee/PGA Merchandiser of the Year - Public Facilities
Kerry Kabase, Edwin Watts Golf Shop, Fort Walton Beach, Fla.
Rich Langan, Langan's Golf Shop, Monroe, Conn.

Pete Line, Carr's Golfand, Bloomfield Hills, M.
Roger Maxwell, in Celebration of Golf, Scotts
Ken Moran Jr., Haggin Oaks Golf Super Sho
John Murphy, County Club of Farmington, F.
Tim O'Neil, North Shore Country Club, Glen
Tim Whalen, Fiddler's Green, Eugene, Ore.

COBRA IS BACK. AND LONGER THAN EVER.

We knew we had a long driver but this is huge.

Say hello

to the King Cobra SS™ 350 with a "hot"

beta titanium

insert.

Every tiny detail,

from the

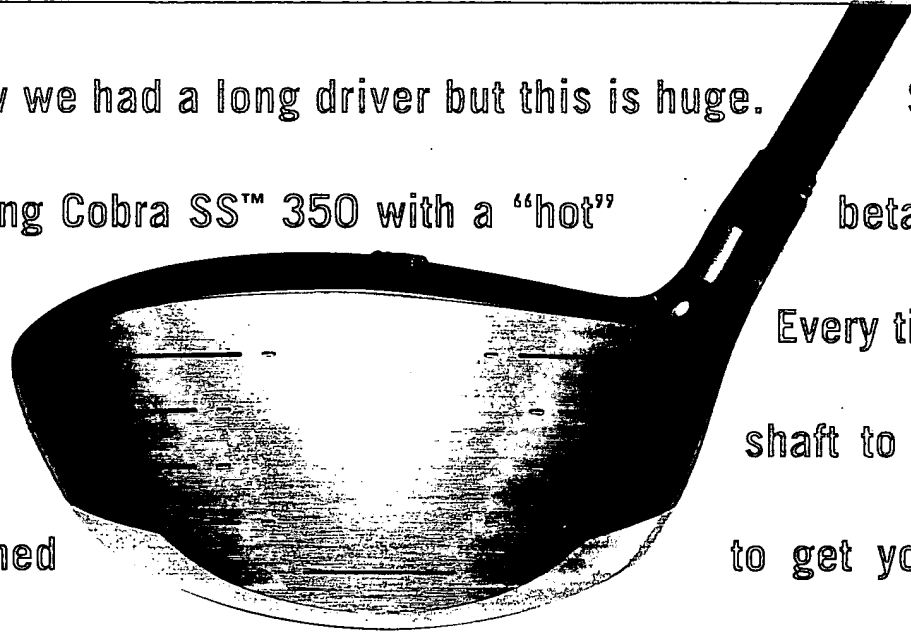
shaft to the face,

is designed

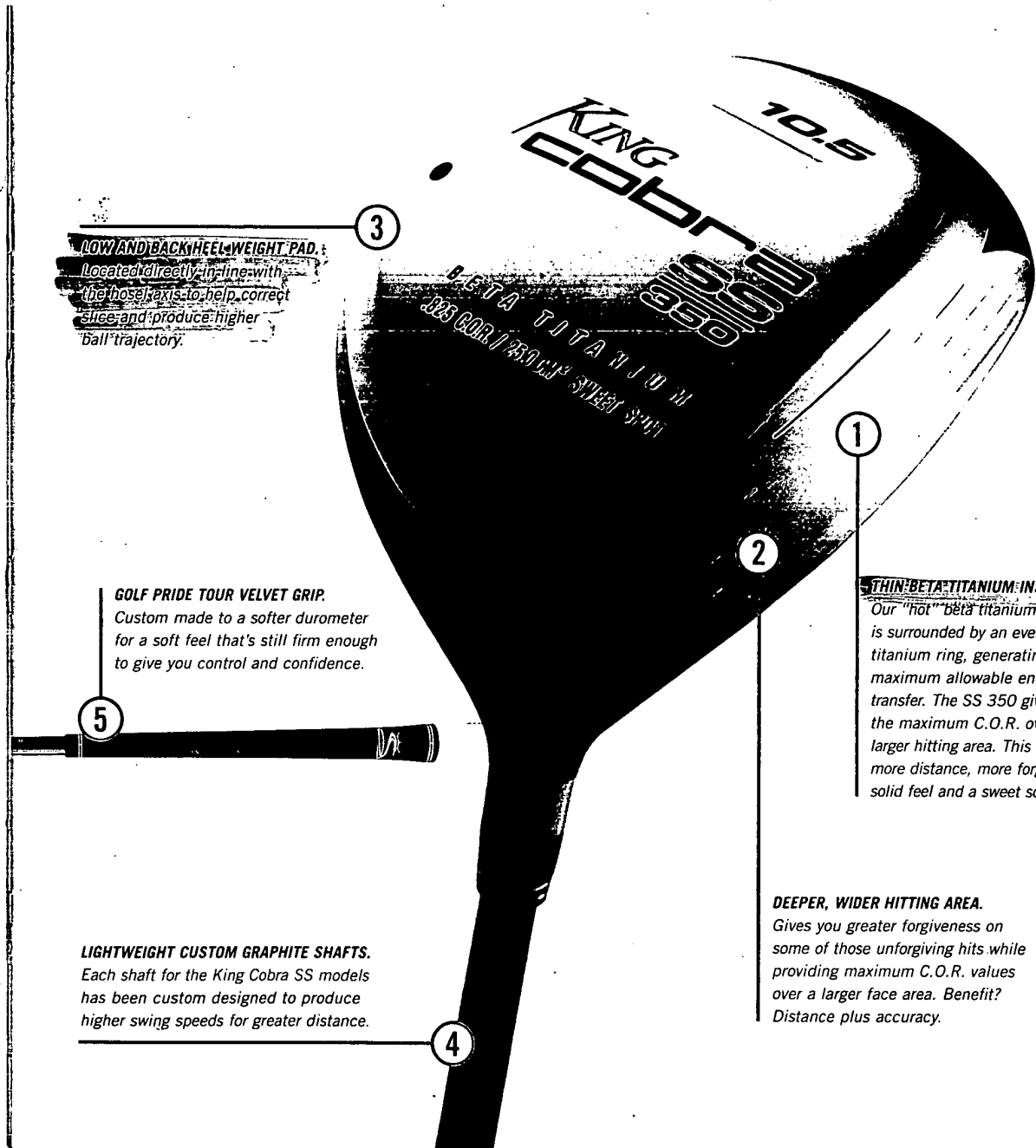
to get you farther

down the fairway. Just look at it. We're not exactly talking about

a sweet spot here, we're talking about a sweet zip code.



BEST AVAILABLE COPY



LOW AND BACK HEEL WEIGHT PAD.

Located directly in-line with the hosel axis to help correct slice and produce higher ball trajectory.

GOLF PRIDE TOUR VELVET GRIP.

Custom made to a softer durometer for a soft feel that's still firm enough to give you control and confidence.

LIGHTWEIGHT CUSTOM GRAPHITE SHAFTS.

Each shaft for the King Cobra SS models has been custom designed to produce higher swing speeds for greater distance.

THIN BETA TITANIUM INSERT.

Our "hot" beta titanium insert is surrounded by an even thinner titanium ring, generating the maximum allowable energy transfer. The SS 350 gives you the maximum C.O.R. over a larger hitting area. This means more distance, more forgiveness, solid feel and a sweet sound.

DEEPER, WIDER HITTING AREA.

Gives you greater forgiveness on some of those unforgiving hits while providing maximum C.O.R. values over a larger face area. Benefit? Distance plus accuracy.

BEST AVAILABLE COPY